In the Specification:

Kindly replace the Title of the Invention with:

--APPARATUS AND METHOD OF CUSTOMIZING ANIMATED ENTITES FOR

USE IN A MULTI-MEDIA COMMUNICATION APPLICATION--

Kindly amend paragraph 0002 of the specification as follows:

[0002] The present application is related to the following U.S. patent applications:

Serial No. [[____]] 10/003,094 entitled " System and Method for Sending Multi-

Media Message With Customized Audio"; Serial No. [[____]] 10/003,091 entitled

"System and Method for Receiving Multi-Media Messages"; Serial No. [[____]]

10/003,350 entitled "System and Method for Sending Multi-Media Messages Using

Emoticons"; Serial No. [[____]] 10/003,093 entitled "System and Method for

Sending Multi-Media Messages Using Customizable Background Images"; Serial

No. [[____]] 09/999,526 entitled "System and Method of Controlling Sound in a

Multi-Media Communication Application"; Serial No. [[____]] 09/999,525 entitled

"System and Method of Marketing Using a Multi-Media Communication System";

and Serial No. [[____]] 09/999,505 entitled "System and Method of Providing

Multi-Cultural Multi-Media Messages." These applications, filed concurrently

herewith and commonly assigned, are incorporated herein by reference.

Kindly amend paragraph 0021 of the specification as follows:

[0021] ~~FIG.~~ FIGs. 7A and 7B ~~illustrates~~ illustrate an exemplary method for enabling a

sender to submit an image model for use as an animated entity;

Kindly amend paragraph 0051 of the specification as follows:

[0051] The method is illustrated by way of example in Figure 7. The method involves using a server, such as the web server [[62]] 63, to receive from the sender an image (110) of an entity to be used as an animated entity. Preferably the server receives the sender image over the Internet but any other manner of sending an image may be used. The image file may include an associated sender-assigned name, gender, category and indexed information. The category may relate to whether the animated entity will be generally available or available only to the sender. The gender may relate to a default voice for a gender with respect to the animated entity. The image may be in any number of coded standards such as JPEG, JPEG-2000, GIF or MPEG-1/2/4. Once the server receives the image, a dialogue between the sender and the server occurs. The submitted sender image and an option to choose from a plurality of generic face models are presented to the sender (112). The generic face model provides a guide to the sender when he or she marks points on the image to be used as the animated entity. The server guides the sender through a series of questions wherein the server requests the sender to mark a plurality of facial features on the entity (114) using the selected generic face model template as a guide. Preferably, requesting the sender to mark features on the image file further comprises instructing the sender to mark points on the image file by indicating a specific point to mark on the chosen generic model template. In this manner, the user will create a personal animated entity that will be presented as a selectable animated entity when creating a multi-media message.

Kindly amend paragraph 0064 of the specification as follows:

[0064] Returning to the method illustrated in Figure 7A, the next step may comprise comprises, optionally presenting the sender with an option to select a texture for teeth,

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eyes and tongue, or to select teeth from a group of teeth, or to select aging effects, or to modify a parameter associated with weight appearance (115). Next, the sender may be presented with an option to zoom the image file and present the zoomed image (115A). ~~after~~ After the sender marks the image and the server receives the facial features marked by the sender, ~~presenting~~ the sender may be presented with a preview of at least one expression associated with the marked image file (116). If necessary, and after the sender previews the image file, the image file may be presented again to the sender for further additional points, [[or]] to change any markings, or to change a magnitude associated with each facial expression (118). Once all the features are marked by the sender and received by the server, the method comprises presenting the image file as an optional animated entity when the sender chooses an animated entity for delivering a multi-media message (120).

Kindly amend paragraph 0065 of the specification as follows:

[0065] ~~The presentation of the personal animated entity as a selectable animated entity for the multi-media message may also include a further presentation to the sender of the background of the image file used to create the personal animated entity. In this context, the user may have three choices of selecting the animated entity: (1) An animated entity having a predefined background, in which case the animated entity is automatically scaled to fill the frame of the window in which it is presented; (2) An animated entity with the image as background from which it was created, in which case the animated entity has exactly the same size as in the image; (3) If the user chooses to zoom the image, an animated entity using the zoomed image as the background, hence presenting the animated entity with the size as given in the zoomed image. Other variations on these choices may also be available depending~~

~~on the arrangement of the image file and the animated entity.~~ Fig. 7B is a flowchart illustrating an exemplary process of presenting the marked image file as an optional animated entity for the sender to choose (120; Fig. 7A) according to one implementation consistent with the principles of the invention. First, the sender may be presented with an option of selecting a predefined background or a background associated with the received image (121; Fig. 7B). If the sender chooses a predefined background (122), the animated entity may be automatically scaled to fill a frame of a window used for presentation of the animated entity (123). If the sender does not choose a predefined background, but does choose to zoom the image file (124), the zoomed image file may be used as the background and the animated entity may be presented using the same size as in the zoomed image file (125). If the sender does not select a predefined background and does not zoom the image file, then the background associated with the received image may be used and the animated entity may have the same size as in the image file (126).